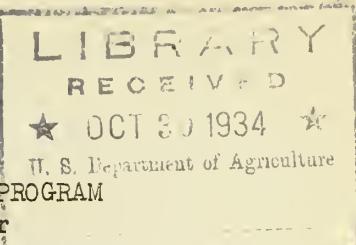


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CONTINUITY FOR NATIONAL 4-H RADIO PROGRAM

National Farm and Home Hour

Saturday, October 6, 1934

12:30 - 1:30 P.M. (EST)

(1) "America the Beautiful" -- Marine Band.

MARINE BARRACKS

ANNOUNCER (Against background of trio, pp):

Welcome, young ladies and gentlemen, to the 64th monthly national 4-H Club radio broadcast. These programs are conducted by the United States Department of Agriculture in cooperation with the State agricultural colleges, the United States Marine Band, and the National Broadcasting Company and 63 associated radio stations. Their aim is to provide a monthly national report of progress of 4-H Club work to the public generally, and especially to the 900 thousand members of this organization of farm boys and girls.

(MUSIC UP TO CLOSE)

The numbers of today's 4-H broadcast will be presented by the Chief of Radio Service for the United States Department of Agriculture, Morse Salisbury.

SALISBURY:

Hello, young farm and home folks.

(Weather in Washington)

Now before I present the speakers on the program for today, let me call your attention to the fact that in the November 4-H program we shall broadcast the annual recognition of 4-H achievement. You will hear from national leaders, you will hear from State leaders. And by leaders I mean not only men and women in public life, but also the boys and girls of the different sections of the country who have made outstanding records during the difficulties of the past year. From each station on this network will be presented a State or interstate

Achievement Day program, recognizing 4-H accomplishments of the year. This State or interstate program will take up the middle portion of the hour, the time usually allotted to our National 4-H Music Hour. At the beginning and end of the program we shall have messages from national leaders.

Now about today's program. Of course, we shall have the 4-H Music Hour today. As for the speaking program:

In the nine previous 4-H broadcasts of 1934, club members and leaders have given us examples of the ways in which 4-H Club work has influenced the farm and the home in different States of the Union.

This tenth program follows the general pattern. The reports that we are to have today are of at least as great interest as any of the reports we've had this year. They concern the training that 4-H members obtain in ways to meet the modern farm problem of marketing their products. Since farming became a commercial business, looking for its returns to the central market place, rather than to man-to-man sales to the people of the nearby towns and villages, this matter of marketing farm products has become more and more important. It requires a special sort of knowledge that the old-time farmer did not have to possess. The modern farmer does have to have this kind of knowledge and training in action. So it's very important that the oncoming generations of farm people obtain it in their impressionable years. They're getting it through the work of the 4-H Clubs. Now to prove that flat statement. I should like to present to you Miss Edith Slate, a leader of 4-H Clubs in Holland County, Connecticut. Miss Slate has come through the 4-H Club ranks into the volunteer work of leader of clubs. She knows 4-H work from top to bottom. So we may accept as authoritative what she tells us concerning her education in marketing farm products that was given

her by her experience as a member of 4-H clubs. For Miss Slate's talk we take you to New York.

(2) "What I Learned About Marketing From 4-H Club Work" -- Edith Slate.
NEW YORK STUDIOS

NEW YORK ANNOUNCER:

Thank you, Miss Slate. I should say that everybody in this audience had an interesting time listening to your story of what you've learned about marketing from 4-H Club work.

Now while we're still in New York, we're going to call to the microphone another 4-H worker from Connecticut. As Morse Salisbury told you, Miss Edith Slate who just spoke with us is a leader of 4-H work in Tolland County, Conn. Our next speaker is Mr. A. J. Brundage, State 4-H Club leader for Connecticut. He is going to describe to us a sort of organization which more or less grew out of 4-H Club work in Connecticut, and which has given the younger farming people in that State advanced training in modern farm marketing and account keeping methods. Young ladies and gentlemen, Mr. Brundage.

(3) "4-H Farm Management and Account Clubs" -- A. J. Brundage.
NEW YORK STUDIOS

NEW YORK ANNOUNCER:

We now return to Washington.

SALISBURY:

Here we are in the Capital City again, and we're ready to present to you the monthly 4-H Music Hour played by the United States Marine Band, and announced, this month -- after an absence from the program since July -- announced this month by Ray Turner. But before I turn the microphone over to the Marine Band and Ray, I just want to turn in a word of thanks on behalf of all of us to the Connecticut speakers, Miss Edith Slate, a leader of 4-H work in Tolland County,

and Mr. A. J. Brundage, the State leader, for their vivid accounts of the training given 4-H people and the younger farmers in marketing and accounting. From such work as this the new pattern of farming in America is emerging. Now with that brief word of thanks to Miss Slate and Mr. Brundage, we conclude the first session of the speaking portion of this 4-H program, and go into the Music Hour, calling front and center, our good friend, Ray Turner.

TURNER:

How do you do, 4-H Club folks!

It is a real pleasure to be back home and to once more talk with you on these National 4-H Club Radio Programs. I'm grateful to Mr. Salisbury for presenting my material while I was away. Incidentally, I made it a point to listen to the August and September broadcasts and so can better understand just how my informal talks sound to you who are on the receiving end of these broadcasts. Perhaps I should say an especial "How do you do, 4-H club folks" to those groups of club members in South Dakota, Minnesota, Wisconsin, Iowa and Michigan whom I happen to know are listening to this particular broadcast.

But we must get on with our National 4-H Music Hour. The United States Marine Band is ready and waiting to play the compositions chosen for today's study of "Music We Should Know."

As you already know, October 27 is Navy Day; and, in recognition of that day, we open our musical program with "Anchors Aweigh" by Zimmerman. This stirring march-song is the official song of the United States Naval Academy at Annapolis. The composer, the late Charles Zimmerman, was for many years leader of the Naval Academy Band, and he dedicated this song to the Academy.

Opening our National 4-H Music Hour today, the United States Marine Band, Capt. Taylor Branson conducting, plays "Anchors Aweigh" by Zimmerman.

(4) "Anchors Aweigh" -- Marine Band. (2 $\frac{1}{2}$ min.)

MARINE BARRACKS

TURNER:

That lively number was "Anchors Aweigh" by Zimmerman.

October is the birth month of three of the composers whose music we study today; namely, Verdi, Johann Strauss, Jr., and Bizet. We recognize this fact by placing their compositions on this month's program.

Illustrative of the works of the great Italian composer, Verdi, we have chosen two selections from his opera "Il Trovatore." The first one is "The Anvil Chorus."

Verdi, who lived from 1813 to 1901, wrote some of the world's best known operas. Among these are Il Trovatore, La Traviata, Rigoletto, Aida, Otello and Falstaff, which was his last opera. Our next selection, "The Anvil Chorus," is taken from Il Trovatore. This opera was first presented in Rome in 1853. Although for a time Verdi produced a new opera almost every year, it's probable that none of his operas ever became more popular the world over than did this one.

The story of the opera is based on border warfare in Spain during the 15th century. The ever popular "Anvil Chorus" depicts a scene in a gypsy camp in the hills in the province of Biscay in Spain. It is early morning and the men begin their work, singing as they go. Soon they begin to accent their singing by pounding on the anvils -- the bass on the strong beats and the tenor on the weak ones.

Listen attentively as the United States Marine Band plays "The Anvil Chorus" from the opera "Il Trovatore" by Verdi.

(5) "The Anvil Chorus" -- Marine Band. (1 $\frac{3}{4}$ min.)

MARINE BARRACKS

TURNER:

You have just heard "The Anvil Chorus" from "Il Trovatore" by Verdi.

The second selection from this opera is the ever popular "Miserere." In the opera, this beautiful duet is sung by Leonora and Manrico. Leonora is in the courtyard beneath the tower in which her lover is confined. The "Miserere" is chanted by a chorus within the castle while the voices of the two lovers join in the mournful lament.

Note the blending of the two voices with the chorus as the United States Marine Band plays "Miserere," from the opera "Il Trovatore" by Verdi.

(6) "Miserere" -- Marine Band. (3½ min.)

MARINE BARRACKS

STATION ANNOUNCEMENT:

You are listening to the monthly National 4-H Club broadcast.

(CUE: C H I N E S)

TURNER:

Next we hear "Tales from the Vienna Woods," by Johann Strauss, Jr. This gifted composer, sometimes called "The Waltz King," was a native of Vienna. He lived from 1825 to 1899. His father was the equally famous composer, Johann Strauss, Sr. The father intended that all three of his sons should engage in business, but young Johann developed such remarkable musical ability that at the age of 19 he appeared as the conductor of an orchestra. From that date, his fame became widespread. In 1872 he visited the United States and directed concerts in Boston and New York. Although he wrote almost 500 pieces of dance music, his best known waltz is "The Beautiful Blue Danube." His works, however, included many other types of composition.

Surely one bit of "Music We Should Know" is "Tales From the Vienna Woods" by Johann Strauss, Jr., which is played for us now by the United States Marine Band.

(7) "Tales From the Vienna Woods" -- Marine Band. (4¾ min.) MARINE BARRACKS

TURNER:

That number, always a favorite, was "Tales From the Vienna Woods" by Johann Strauss, Jr.

The composer of our next selection, "Festival March," also bears the name of Strauss. But this man is Richard Strauss, who was born in 1864 in Munich, Germany. Under his father's influence, he devoted his first studies to the works of the classic masters. Later in life he gave attention both to program music and to dramatic music. Among recent or contemporary composers, Strauss is regarded as a dominating figure.

"Festival March," written by Richard Strauss for the organization called "The Knights of Johann," is played now by the United States Marine Band.

(8) "Festival March" -- Marine Band. (4 min.)

MARINE BARRACKS

TURNER:

That selection was "Festival March," a composition by Richard Strauss.

Before we hear our last selection, may I give you two pieces of news. The first is that the 1935 theme for our National 4-H Music Hour will be "The World's Best Known Operas." I'll tell you more about that later. The second is that there will be no musical period during the broadcast of Saturday, November 3, since, as Mr. Salisbury has already told you, that is a National 4-H Radio Achievement Day program; but on Saturday, December 1, we shall have our last 4-H Music Hour for 1934. That program will be in the nature of a music identification test. The United States Marine Band will play a selected list of compositions chosen from the numbers studied during the year. All 4-H club members, as well as all other listeners, will be urged to identify those compositions as they will be played by writing the name of the composition and the name of the composer. The correct list will be announced at the close of

the broadcast. So be sure to listen to the next two National 4-H Radio Programs on Saturday, November 3, and on Saturday, December 1. Better mark those dates on your calendar right now.

Now for our last selection, which is one you all will recognize. It is "The Toreador Song" from the Spanish opera "Carmen" by Bizet.

The scene is that of a smugglers' inn, where Carmen has been singing and dancing with her gypsy friends. The popular toreador, or bull fighter, Escamillo, enters and is welcomed with joyous shouts. Pleased at this reception, he begins to sing his famous Toreador Song, in which he tells, first to the entire group and then directly to Carmen herself, of the dangers, the thrills, and the triumphs of a toreador. Under the baton of Captain Taylor Branson, the United States Marine Band closes our National 4-H Music Hour for today by playing "The Toreador Song" from the opera "Carmen" by Bizet.

(9) "The Toreador Song" -- Marine Band. (3½ min.)

MARINE BARRACKS

SALISBURY:

Thank you very much, Marine Band and Ray Turner. This tenth program of the 4-H Music Hours for 1934, like all the rest, was tuneful and educational.

Now let's return to our speaking program for today. You remember, we are discussing the training that 4-H members obtain in the modern business of farm marketing. Earlier in the program we had reports from Connecticut on this point. Now we're to have a Kentucky report. Robert Shearer, 4-H member of Garrard County, Kentucky, is to speak to us from the mid-west studios of the NBC. He will tell us the story of how the members of 4-H Clubs in Garrard County increased their profits through marketing high-class products. For Robert Shearer's talk we take you to Chicago.

(10) "Our 4-H Club Members Increased Their Profits Through Marketing High-Class Products" -- Robert Shearer.

CHICAGO STUDIOS

CHICAGO ANNOUNCER:

We now return to Washington.

SALISBURY:

Here we are back in the Capital City, pausing before we present the final speaker on today's program, to send a word of appreciation winging out to Chicago to Robert Shearer of Garrard County, Kentucky. He's presented mighty convincing evidence that following the principle of marketing high-class products pays practical dividends.

Now I should like to present once again to you 4-H listeners and the radio audience generally, Mr. C. L. Chambers. Since he last spoke in this program, Mr. Chambers has received a well deserved promotion, now being in charge of the relations between the Federal Extension Service, and the State extension services in the South. In these States, bankers and business men have most heartily cooperated in advancing 4-H Club work. Mr. Chambers is going to give us some of the facts about the results from this cooperation. Young ladies and gentlemen, Mr. Chambers.

(11) "The Cooperation of Bankers and Business Men in 4-H Club Work" --
C. L. Chambers. WASHINGTON STUDIOS

SALISBURY:

Weather and ad lib to 1:15:28 announcing national anthem.

(12) "The Star Spangled Banner" -- Marine Band.

MARINE BARRACKS

ANNOUNCER:

For the past hour, young ladies and gentlemen, you have been listening to the 64th monthly national 4-H Club radio broadcast. These broadcasts are arranged by our Director of Agriculture, Frank E. Mullen, in cooperation with the Federal and State agricultural extension services, the United States Marine Band, and 63 associated radio stations. Today's broadcast came from Chicago, New York and Washington. This is the National Broadcasting Company.

